

MN1002 – Organisations & Analysis**COMPONENT 2: INTRODUCTION TO BUSINESS STATISTICS**

MODULE TYPE/SEMESTER: First Year/**Core** (20 Credits)/Semester 2

MODULES REQUIRED FOR: MN2001 and MN2002

MODULE CO-ORDINATOR: Dr Benet Reid

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COMPONENT LECTURER: Dr Fergus Neville, fgn@st-andrews.ac.uk

AIM:

One of the most important skills that a manager can possess is the ability to collect, analyse and interpret data. Data analysis in the context of organisations can assist managers in making empirically informed decisions. This series of lectures and tutorials will provide an introduction to quantitative research in the area of organisation studies. This material is useful for aspiring managers, nearly all of whom are now expected to have a strong command of data analysis.

METHOD OF TEACHING & LEARNING:

- Lectures (Thursdays and Fridays 4-5 pm) from week 1 to week 7
- 3 Tutorials on dedicated Tuesdays from week 2 to week 7

The lecturer will have office hours once a week to deal with student enquiries.

LEARNING OUTCOMES:

By the end of the module, students should:

- have an understanding of data collection methods to support management decision-making;
- be able to use (basic) quantitative methods in a business context;
- be able to present data;
- be able to communicate statistical information.

INDICATIVE TOPIC OUTLINE:

Lecture Topics:

1. Descriptive statistics
2. Elementary probability
3. Data presentation
4. Sampling methods
5. Probability distributions
6. Sampling distributions and confidence intervals
7. Hypothesis testing

ASSESSMENT:

- Class test (quiz) will account for 10% of the overall module grade.
- Written examination will count toward 30% of the overall module mark grade.

CORE READING LIST:

Morris, C. (2012) *Quantitative Approaches in Business Studies*, 8th ed. London: Pearson.

Organisation of courses may be subject to change without notice.